



U.S. Department of Transportation  
National Highway Traffic Safety  
Administration

**NHTSA**  
People Saving People  
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# What a Difference Five Years Made!

## 1994–Present

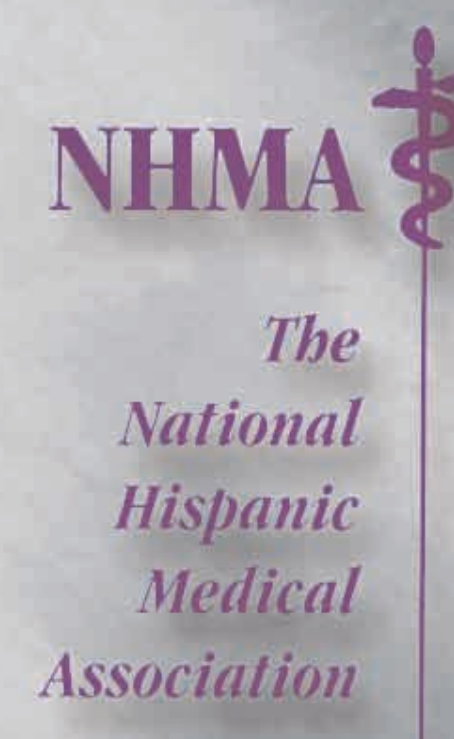
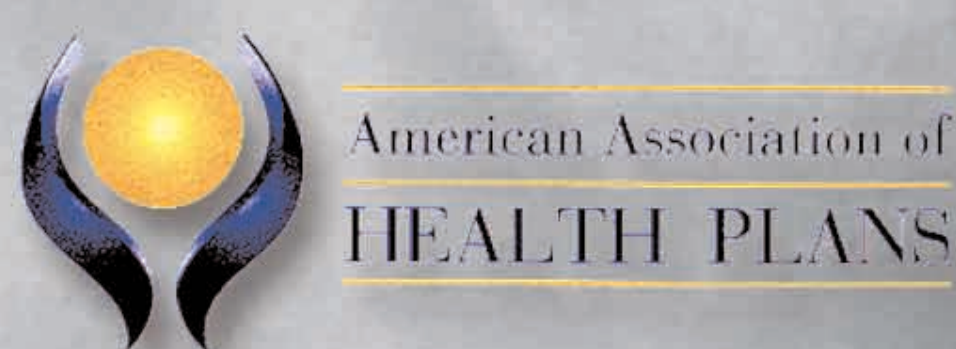
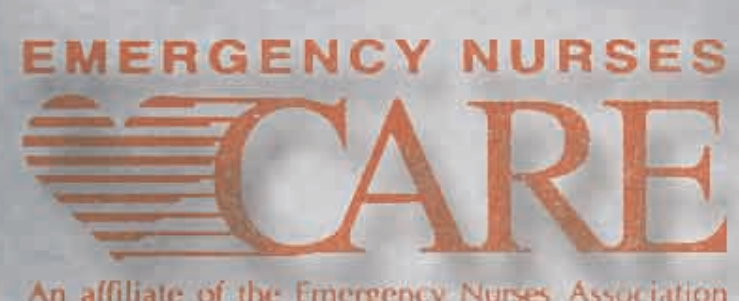
### Engaged Medical, Nursing, Emergency Medical Service and Public Health Organizations to Develop Population-Based Programs Focusing on Traffic Injuries

#### Goal 1: Lead the effort to make traffic and motor vehicle safety a priority of the nation's health care agenda.

Are health care professionals interested in traffic safety? You bet! In just the past 5 years, the number of organizations and interested members has grown by leaps and bounds! There are groups with long-standing involvement, like ACEP (The American College of Emergency Physicians) and ENA (The Emergency Nurses Association), whose members have organized national programs (ACEP - Vehicle Injury Prevention, VIP team, ENA - Crash Patrol), and at the local level have been very active advocates for many issues such as seat belts, child restraints, .08 blood alcohol concentration, and motorcycle and bicycle safety. But many other groups have "stepped up to the plate." Here are just a few:

- Diversity issues - the National Hispanic Medical Association and the National Medical Association - each have agreed to designate a NHTSA "fellow" who will help develop culturally sensitive materials and programs in areas of identified need; and use their existing network to reach target populations.
- Pregnant Passengers - The American College of Obstetrics and Gynecology - recently updated a brochure for pregnant seat belt use, and included occupant protection in a comprehensive textbook on care of the pregnant person.
- BUA Action Grants - recently awarded to the Hispanic Nurses Association, the Air and Surface Transportation Nurses, ENCARE, and Meharry Medical College, for activities in support of BUA.
- BUA - in the last Mobilization, the largest number of Endorsements for Enforcement came from members of the American Hospital Association and nurses as a group; closely followed by public health departments and members of the American Ambulance Association. The American Academy of Orthopedic Surgeons achieved high visibility with publication of letters and editorials in numerous newspapers. The American College of Surgeons is recording radio interviews, to be placed on local news, in support of the next Mobilization.
- The American Hospital Association building on the long-standing work of the American Academy of Pediatrics (AAP), will establish a model policy for the safe transportation of newborns from the hospital; in conjunction with Child Passenger Safety Week 2000.
- Blue Ribbon Panel II, to Protect our Older Child Occupants, had representation from both AAP and the American Academy of Family Physicians.
- Safe Communities - Memorandums of Understanding have recently been signed with the American Hospital Association, the American Ambulance Association, and the American College of Emergency Physicians.
- The American Association of Health Plans (AAHP) is the largest trade association for managed care providers. Three years ago, NHTSA contacted AAHP to discuss opportunities to engage health plans in Safe Communities and other traffic safety initiatives. A cooperative agreement was developed through which three AAHP member health plans were competitively selected to implement the Safe Communities model. These programs have been very active and highly successful. They have received a tremendous amount of local press, their coalitions have grown and the citizens are extremely supportive of the programs. Preliminary data from the projects is showing a downward trend for motor vehicle crashes in the targeted communities.
- The American Public Health Association (APHA) is a large membership organization for public health professionals. One year ago, NHTSA, APHA and the American Medical Association signed a Memorandum of Understanding outlining areas in which the three organizations would work cooperatively. One outcome of the MOU is a Buckle Up America mini-grant program being implemented through APHA. Fifteen grants were awarded in September to state chapters of APHA, the AMA and NAGHSR to jointly implement action-oriented programs to increase seat belt and car seat use in the states. APHA received another grant award from NHTSA to implement a Buckle Up America Action Grant. Under this project, APHA will engage all 53 affiliates in highly visible programs to promote BUA and increase seat belt and car seat use.

As you can see, health care is "alive and well" in traffic safety. For more information on specific organizations or programs, contact NHTSA's Office of Communications and Outreach, National Outreach Division.



**National Association of  
County & City Health Officials**

"Team work is the heart of any successful operation. When we set our goals in the Strategic Plan back in 1994, we built in a foundation that empowered the NHTSA employee and sparked individual creativity and innovation. The resulting accomplishments of working as a team over the past half decade have been nothing short of magnificent. Everyone at NHTSA should feel we are moving forward. Because we are. Each one of you should feel very proud of your individual contributions to the overall momentum that is making highways safer for us all. We are, after all, people saving people. It's what we do – and what all of you do so well."

**Congratulations and Thank You to All Members of  
the NHTSA Family for a Job Well Done!**

*John A. ...*  
*Rae A. ...*  
*William H. ...*  
*Ken Weinstein*  
*Rae Tyson*  
*Ray ...*  
*...*  
*...*